

Course Code: TGS-2021009337

WSQ - Pay Per Click (PPC) Campaign Optimization: Driving ROI with Google Ads

Funding Available: WSQ SkillsFuture Credit PSEA UTAP SFEC Absentee Payroll MCES

COURSE INFORMATION

Sessions
2 days

Duration
16 hrs

Level
Beginner

Assessment
2 hrs

VENUE

12 Woodlands Square #07-85/86/87 Woods Square Tower 1, Singapore 737715. 5 mins walk from Woodlands (NS9) MRT station.

The venue is disabled-friendly.

WHAT'S THIS COURSE ABOUT

Topic 1: Introduction to Paid Per Click (PPC) Marketing and Google Ads

What is Pay Per Click (PPC) marketing?

Where does PPC fit in the funnel?

Is PPC right for your business?

Understanding your target audience

Distinguish PPC and SEO

Introduction to Google Ads

How Google Ads appear

Benefits of using Google Ads

Topic 2: Objective of PPC Strategy Campaign and Keywords Research

Define your goal

Define your customers

Set realistic expectations

Craft the buyer journey

How to do keywords research

Pick...

WSQ FUNDING

Full Fee S\$720.00 Before GST

GST S\$64.80 9% of fee

Baseline Nett S\$424.80 SG/PR age 21+ · 50% funded · incl. GST

MCES / SME Nett S\$280.80 SG age 40+ · 70% funded · incl. GST

CERTIFICATION

- **Certificate of Completion from Tertiary Infotech** - Upon meeting at least 75% attendance and passing the assessment(s), participants will receive a Certificate of Completion from Tertiary Infotech.
- **OpenCerts from SkillsFuture Singapore** - After passing the assessment(s) and achieving at least 75% attendance, participants will receive an OpenCert (aka Statement of Achievement) from SkillsFuture Singapore, certifying that they have achieved the Competency Standard(s) in the above Skills Framework.

REGISTRATION

<https://www.tertiarycourses.com.sg/wsq-pay-per-click-ppc-campaign-optimization-driving-roi-with-google-ads.html>



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SUPPORT

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